

DOCUMENT RESUME

ED 140 618

FL 008 597

TITLE Espana: Building Bridges of Understanding with the People of Spain.

INSTITUTION Brigham Young Univ., Provo, Utah. Language Research Center.

PUB DATE 77

NOTE 37p.; Some pages may be marginally legible due to small print of the original document

AVAILABLE FROM Brigham Young University, Language and Intercultural Research Center, 240 B-34 Provo, Utah 84602 (\$2.00 plus \$0.25 postage)

EDRS PRICE MF-\$0.83 HC-\$2.06 Plus Postage.

DESCRIPTORS American Culture; *Autoinstructional Aids; *Communication (Thought Transfer); Communication Problems; Cross Cultural Studies; *Cross Cultural Training; Cultural Awareness; *Cultural Differences; Cultural Education; *Cultural Traits; Culture Conflict; Culture Contact; Instructional Materials; Language Skills; Spanish; *Spanish Culture

IDENTIFIERS Spain

ABSTRACT

This booklet was designed to facilitate interactions and communication with the people of Spain by providing information about their customs, attitudes and other cultural characteristics which influence their actions and values. A brief description of Spain is given, which covers the following: geography, weather, history, ethnic roots, regional boundaries, language, education, transportation and communications, the family, dating and marriage customs, housing and possessions, diet, personal appearance, the arts, and recreation. Attitudes toward individualism, pride, personalism, religion, and male and female roles are explained through brief descriptions of realistic situations involving American visitors to Spain. A self-test is given after each situation. Information is also given on: greetings, visiting, conversation, gestures, meetings, eating, useful Spanish phrases, signs, shopping, the monetary system, public transportation, telephones, the postal system, eating out, telling time, numbers, medical facilities, holidays, international road signs, clothing sizes, and weights and measures. A brief bibliography is provided. (SW)

* Documents acquired by ERIC include many informal unpublished *
 * materials not available from other sources. ERIC makes every effort *
 * to obtain the best copy available. Nevertheless, items of marginal *
 * reproducibility are often encountered and this affects the quality *
 * of the microfiche and hardcopy reproductions ERIC makes available *
 * via the ERIC Document Reproduction Service (EDRS). EDRS is not *
 * responsible for the quality of the original document. Reproductions *
 * supplied by EDRS are the best that can be made from the original. *

ED140618

ESPAÑA

U.S. DEPARTMENT OF HEALTH
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY.

Don't let anyone tell you that it's too late.

**Building Bridges of Understanding
with the People of SPAIN**

A Brigham Young University LANGUAGE & INTERCULTURAL RESEARCH CENTER Communication Learning Aid

The information in this Learning Aid was taken from many sources which were the best available to the editors at the time of preparation. Views expressed or implied in this publication are not necessarily those of Brigham Young University.

The editors have tried to present the characteristics of these people in an objective manner, without undue bias or emphasis. Where we have failed, we apologize for the erroneous impressions that may result and request that comments and corrections be sent to the Language & Intercultural Research Center, 240 B-34, BYU, Provo, Utah, 84602.

The editors are aware of the inherent dangers in using illustrations of a caricature nature since the style depends on distortion or exaggeration of features or mannerisms. The illustrations are intended to enliven the presentation, to make a contrast more graphic, and to help the reader visualize and retain a concept more easily. It is not implied that an idea presented by the illustration does reflect reality.

We appreciate and acknowledge the comments and contributions of various individuals and organizations in the preparation of this publication.

© 1977

Language & Intercultural Research Center
Brigham Young University

All rights reserved.

No part of this book may be reproduced in any form or by any means without permission in writing from the publisher.

Table of Contents

INTRODUCTION	1
SUNNY SPAIN	2
THE SPANIARDS CALL IT HOME	3
HISTORY	
ETHNIC ROOTS	
REGIONAL BOUNDARIES	
LANGUAGE	
EDUCATION	
TRANSPORTATION & COMMUNICATIONS	
THE FAMILY	
DATING & MARRIAGE CUSTOMS	
HOUSING AND POSSESSIONS	
DIET	
PERSONAL APPEARANCE	
THE ARTS	
RECREATION	
COMMUNICATING WITH SPANIARDS	8
A PEOPLE TO GET TO KNOW	8
ONE WAY - DO NOT ENTER: INDIVIDUALISM	9
THE SOCIAL LADDER: PRIDE	12
VUELVA USTED MAÑANA: PERSONALISM	14
RELIGIOUS FERVOR...OR FANATICISM?: RELIGION	17
MEN ARE THAT WAY: MALE VS. FEMALE ROLES	19
WHEN IS A WAVE GOODBYE A WAVE GOODBYE?	22
GREETINGS	
VISITING	
CONVERSATION	
GESTURES	
MEETINGS	
EATING	
BREAKING LANGUAGE BARRIERS	24
SIGN LANGUAGE	25
PLAID PANTS, SPORT SHIRT, HAT, CAMERA & SHADES	26
SHOPPING	
MONETARY SYSTEM	
PUBLIC TRANSPORTATION	
TELEPHONES	
POSTAL SYSTEM	
EATING OUT	
TELLING TIME	
NUMBERS	
MEDICAL FACILITIES	
HOLIDAYS	
BY THE WAY....	
THE BEGINNING	29
HELPFUL SIGNS & CHARTS	30
BIBLIOGRAPHY	31

Introduction

It has been said that in some ways you are like all other people, like some other people, and like no other person. Like you, for example, most Spaniards would cry at a funeral, laugh at a good joke, and become irritated if bothered while trying to sleep. Love, anger, or fear are found to some degree in all humans. Desires to be accepted and to have peace of mind also are universal. However, different people possess different attitudes and values and have distinct patterns of behavior.

This Learning Aid can help you communicate better with people who are like you in some ways and not like you in other ways. These ways are not necessarily right or wrong, better or worse; they may be just different, unfamiliar, and perhaps even offensive. This publication discusses some differences in such things as food, laws, customs, religion, language, dress, and basic attitudes which will be encountered in Spain.

People perceive their relationships to those around them by thousands of subtle signs. Something as simple as knowing when and where to walk or sit is a cultural cue. The loss of familiar cues when entering a new environment may produce strain and frustration. This cultural

disorientation is commonly called culture shock. As one learns to communicate, judiciously using the new cultural cues, the severity and amount of frustration and disorientation are reduced.

This Learning Aid will provide tools to help you recognize the situations that may cause this confusion. It will aid in your development of skills which, if successfully applied, will help you to communicate more effectively with the people of Spain and make your association with them pleasant and meaningful.

The need to communicate effectively with persons from different cultural environments continues to grow. This Learning Aid has a basic emphasis of preparing you for actual experiences interacting and communicating with the people of Spain in their environment and culture. Of course, you will enjoy and learn much from this aid even if your opportunity for a first hand experience is limited. Learning about another country may be by *study, instruction, or experience.*

Learning how to communicate better with the people of another culture can also help you to become a more effective communicator with people of your own culture.



Sunny Spain

What does the term "Sunny Spain" bring to your mind? Do you think of Columbus, bullfights, guitars, flamenco dancers? You may think of gypsies, festivals, cathedrals, or oranges.

Spain has a varied, colorful, exciting, and slightly mystifying culture which is described perfectly by the Spanish word *ambiente* (atmosphere). Spanish culture is uniquely that because of its intangible but ever-present,



The mainland of Spain covers about five-sixths of the rectangular Iberian peninsula. The nation also includes the Canary Islands off the northwest coast of Africa, the Balearic Islands in the Mediterranean Sea, and the North African enclaves of Ceuta and Melilla.

Spain covers nearly as much land as France and is three-fourths the size of the state of Texas. Within the territory is found a variety of climatic and topographical conditions.

The northeastern half of Spain's border is lined with some of Europe's most forbidding mountains, the Pyrenees. These mountains connect Spain to Europe and at the same time isolate her inhabitants from the mainstream of European life.

Seventy-five percent of the mainland is a barren, mountainous plateau. The greater part of Spain's thirty-seven million people live either in the capital city of Madrid (the geographical, political, and cultural center of the nation) or along one of the fertile coastal plains. Traditionally, the best elements of Spanish society have congregated in coastal areas where they have been exposed to other cultural influences. Even today, change spreads rapidly along the coasts and moves inland slowly.

Most of Spain lies along the same latitudes as Maine and Virginia. Spain, however, is generally sunnier, drier, and warmer than these areas of the United States because of its topography and the effect of the northern gulf

heart-thrilling atmosphere. You feel it watching the flamenco, listening to guitarist Andrés Segovia, watching the elusive dignity of bull and fighter, gazing at the everchanging harshness and richness of the landscape, or studying the art in El Prado National Museum. A shiver down your spine, a tingling between your shoulder blades, an exultant feeling as you visit ruins of yesterday--suddenly you will feel it, the *ambiente* that is Spain.



stream and the warm Mediterranean currents.

In the north the winters are damp, cloudy, and cool. Some areas do receive heavy snowfall in the winter. The temperatures are not extreme, but there is frequent rain and chilling winds caused by the dampness. Northern summers are pleasantly cool with stretches of hot weather through midsummer.

In the central plateau region, the winters are colder and drier than in the north. The months of July and August are unpleasantly hot and most people leave the central areas to vacation on the coast. Consequently, government and commercial business almost come to a standstill.

Southern Spain has typically Mediterranean weather. The winters are mild, and the summers are warm and dry. These conditions have turned the southern coast into a Riviera-type resort area, popular among vacationing Europeans of every nationality.

The Spaniards are very philosophical about the climatic conditions. Buildings are seldom heated before November or after April. October and May may be very cool months, but the Spanish compensate by wearing heavier clothing. Guests in Spain should be prepared to make this adjustment as cheerfully as possible. An American in Spain is reminded time and again that there are more ways of living than they are traditionally exposed to "at home," and that no one way is "the best."

The Spaniards Call It Home

When introduced to someone, the first question you may ask is, "Where do you live?" The next question might be, "Where is that?" If further interested, "What is it like there?" is likely to follow. Asking such questions is an attempt to find similarities or to learn something new. Such conversation may be a stepping-stone for increasing understanding.

Before you can understand and communicate with the Spaniards, you need to know what is important to them, their customs and attitudes, their personal life-style, and the national characteristics which influence their actions and values. Few things are more meaningful to a person than "home." Becoming familiar with the following facts about Spain will help you to orient yourself and remove some "fear of the unknown." It will also help you to begin to understand what is important to the Spanish. This, in turn, will become a basis for effective communication with them.

History

The Iberian peninsula may be one of the oldest sites of Western civilization. The Altamira Caves in northwestern Spain have paintings which are believed to be thousands of years old.

About 1100 B.C., scattered Phoenician and Celtic settlements began along the southern and northern coasts. Both the Greeks and Carthaginians extended their empires to include colonial outposts in Spain.

Though the Iberians resisted outside control, the Romans began conquering the peninsula about 200 B.C. Traces of the Roman occupation still remain in architectural patterns and in the Spanish language and legal code, which evolved from a Latin base. Spain was Christianized during the Roman period and remains staunchly Catholic.

When the Roman empire fell prey to the barbarian hordes at the beginning of the fifth century, Spain was occupied by Christianized Visigoths. In A.D. 711, the first wave of Moorish conquest flooded across the Strait of Gibraltar into southern Spain. The inhabitants of the peninsula resisted the "pagan" Moslems far more strenuously than they had the Roman forces.

The struggle between the two societies for dominance between A.D. 711 and 1492 contains a key to understanding Spanish "regionalism" as a modern political controversy. With the fall of the United Christian Kingdom in 711 A.D., many small isolated Christian strongholds developed, which later evolved into separate Christian Kingdoms with unique laws, customs, and dialects. It was during this period that the people of the western coast became a separate nation--Portugal. By the thirteenth century, the peninsula was a patchwork of individual kingdoms developing separate cultures and loyalties.



In 1492, the advancing Christian forces evicted the last Arab ruler from his southern kingdom of Granada, and Columbus sailed westward to the New World, thrusting Spain into international prominence. In her "Golden Age," Spain became the most powerful empire in the Western world.

A legacy of Moorish influence remained behind. Today "Spanish-style" architecture and agriculture are predominantly Moorish. The flair in regional dance and costume throughout the south is directly attributable to the Arabic culture. The combination of so many heterogeneous peoples and the weak central government put the "Catholic Kings," Ferdinand and Isabel, at a great disadvantage as they found themselves deeply involved in the conflicts of Europe.

By 1545, the now-unified Spanish nation was rising to international power under the dynamic leadership of Charles I. In addition to ruling Spain itself, this remarkable ruler was sovereign of the New World colonies in North and South America and the 367 Germanic principalities. Spanish wealth, flowing across the Atlantic from gold and silver mines of the New World colonies, financed this enormous empire, the largest in Europe since the days of Charlemagne.

In 1643, Spanish armies were defeated by the French for the first time in more than a hundred years. Spain lost all but the New World colonies, and their flow of wealth had become a mere trickle. Inflation and taxation were unbearably high, and Spain was entangled in an international power struggle with both the French and British.

The Spanish Inquisition was instituted by Fernando and Isabel in 1478. It was accelerated under Charles and his son, Phillip, in an attempt to combat the Protestant Reformation which swept through Europe. However, without competent leadership it grew to be dangerously powerful and authoritarian, thus perpetuating its own existence and keeping Spanish society isolated from other Protestant European societies.

Such problems as existed in seventeenth-century Spain--regional strife, dogmatic religious fervor, church and government corruption--have continued to exist to some extent up to the present. The Spaniard himself is a sixteenth-century man in many ways. The sixteenth century was the era of his great heroes and the time in which his country was internationally famous and feared. His intense psychological identification with this era has retarded his acceptance of the modern industrial age by at least a hundred years.

In the eighteenth century, the Bourbons, a French family, ascended the throne. Spanish fortunes brightened slightly, and there was a revival of culture and learning.

The reign of Fernando VII in the nineteenth century was a tragedy for Spain. Between 1821 and 1823, tyranny coupled with incompetence resulted in the loss of most of Spain's New World colonies. As the century progressed, disorder engulfed the country as regional groups and peasants clashed against the powerful triumvirate of aristocracy, church, and military.

The twentieth century brought increasing international tensions and greater dissatisfaction. By 1923, regionalism, anarchism, and communism brought the government of Alphonso XIII to a stalemate which was finally broken by an assumption of power by dictator General Primo de Rivera. But Primo de Rivera's economic policies could not cope with the severity of the great International Depression, and dictator and King were forced into exile.

Thus, in 1931, the Spanish 2nd Republic was born. Spain was declining daily in the face of poverty, a backward industry, territorial conflict in North Africa, regional pockets of premonarchism, and communism.

In 1936, in the wake of an army-inspired political assassination, the Civil War began. Conservative estimates place the loss of life during these three years at about one million. Another million were exiled. Between July 1936 and April 1939, all of the pent-up hatreds of the preceding century burst into bloody violence. With outside fascist assistance, Franco was able to impose surrender terms in early 1939, and a new era of history began.

In order to maintain power over the diverse elements of Spanish society, Franco's was a suppressive regime. Though some thought that it was ideologically oriented toward fascism, Franco was first and foremost a Spaniard, and he did not accept any other ideology except as it seemed to serve his purpose of maintaining power and rebuilding Spain. The past two decades have seen a very gradual relief from oppressive government as Franco softened his image to gain acceptance and financial assistance from the Western world.

Upon the death of Franco in 1975, Juan Carlos Alfonso Victor María de Borbón became the King of Spain. The transfer of power was accomplished quietly with little protest from any subversive

elements. Nonetheless, there are strong separatist and dissenting elements within Spanish society and, at present, their strength is uncertain. Juan Carlos has declared his desire to find a road of compromise and eventual constitutionalism.

Ethnic Roots

The nationalities and peoples that colonized Spain became centralized during the Moorish period in patterns that remain today. People of Celtic, Iberian, and Greek ancestry tended to settle the northern sections of Spain. In the northeast, they encountered a pocket of alien peoples, the Basques. The ethnic roots of the Basques are the same as those in the rest of Spain, but their language is entirely different, and no one has ever determined where it originated. In the period of unification following the Moorish period, the Basque peoples were conquered and absorbed into the Spanish nation. Intensely individualistic, they have been resentful ever since and have been politically rebellious throughout the modern period.

People of Latin and Moorish descent colonized the middle and southern regions of Spain. A Spaniard, therefore, has the blood of many peoples in his veins. He may be blond and blue-eyed or short and swarthy, but he is Spanish in any case.

Economy

By the close of the Civil War, the economy of Spain was almost completely destroyed. Because there had been little industrialization prior to the war, Franco faced a nation depleted of economic wealth. Spain would have to join the modern industrial world if it were to survive.

The signing of a pact whereby Spain leased air and naval bases to the United States began an influx of foreign capital. The revenue from the rapidly growing tourism industry has helped to sustain the industrialization which was essentially effected between 1940 and 1960.

Nevertheless, agriculture is still the most basic element of the economy in Spain. Cotton, wheat and other grains, nuts, citrus and tropical fruits, and grapes for wine are all grown abundantly in Spain. Spain supplies one-third of the world's cork and is the world leader in the production



of olive oil. It ranks second in orange and third in wine production. Most of the agriculture is based in Andalusia in southern Spain. The rocky slopes in the north are most often reserved as pastureland for cattle, sheep, and goats. Seafood is an abundant source of revenue.

The leading industries are mineral refineries (Spain produces nearly half of the world's supply of mercury), silk weaving, glassmaking, and textile factories. Spain follows Sweden and Japan as the world's third largest ship builder.

Most import and export trade is carried on with the United States, Germany, the United Kingdom, and France. Spanish isolationism in the past has had negative effects in trade relations, but she is currently striving to overcome her former image and gain admittance to the European Economic Community (EEC).

Regional Boundaries

States as we know them in the United States do not exist in Spain. The country is divided into provinces, each with its local governmental system. However, they do not have as much autonomy as states in the United States, and the central government in Madrid exercises close control over most local affairs.

Traditionally, Spain can be divided into thirteen regions which have very strong historical and cultural ties. While they do not comprise official administrative units, they are known by everyone and often attract more loyalty and identity from the people than does the Nation. For example, a person living in La Coruña sees himself as a "Gallego" first and then a Spaniard.



Language

The Spaniards take great pride in their language and are not anxious to learn English. Although Castillian Spanish is taught in the schools and is understood and spoken by practically everyone, there are other widely spoken languages. Catalan and Basque, for example, are not merely dialects of Castillian, but are separate languages. In Catalan-or Basque-speaking regions, the people can and will speak Spanish but prefer their own tongue.

REGION:	LANGUAGE OR DIALECT:
Cataluña	Catalan
Navarra	Navarrese
Leon	Leonese
Asturias	Asturian
Galicia	Galician
Castilla la Vieja . .	Castillian
Castilla la Nueva . .	Castillian
Murcia	Castillian
Andalusia	Andalusian
Extremadura	Castillian
Aragón	Aragonese
Valencia	Valencian
País Vasco	Basque

Education

The Spanish people are proud of their nation's role in the development of universities and the preservation of learning during the "dark ages" of the barbarian invasions of Europe. Today Spain has a very high literacy rate.

The Spanish system of education is similar to that of the rest of Western Europe. Education between ages six and thirteen is compulsory and free of charge. Having completed this elementary course, most Spaniards enroll in a technical school or enter the labor force.

Secondary or high school training is called *Bachillerato* and is a three-year college preparatory course of study. Public schools are not numerous or large enough to meet all educational needs in Spain, so there are many private schools, most of which are conducted by religious orders of the Roman Catholic Church. In all schools, public and private, Catholic religious instruction is required by law. There is also a strong emphasis on language, history, and mathematics.

After *Bachillerato*, students go through a one-year orientation program prior to actual enrollment in the university. The oldest of Spain's thirteen universities is located in Salamanca. In medieval times, it was even more prestigious than Oxford or Cambridge. Today the largest university is the University of Madrid with an enrollment of 150,000.

Transportation & Communication

The major cities of Spain are served by international airlines, and on the coast there are large international seaports. As in other areas of Europe, Spain's highway system is reasonably good, but most roads are inferior to the highway systems in the United States. Gasoline is extremely high priced (3-4 times that in the U.S.), and most trips of any length are not routed by auto.

Rather, the most frequent form of travel is by rail. Americans are generally surprised at the excellence of the Spanish railroad system both in conditions and extensiveness of service. The Spanish railroad was nationalized early in the 1940's and has been a feature of convenient transportation continually since that time.

An example of the excellence of the Spanish railroads is the TALGO, a new type of train developed by Spaniards, which is among the finest in the world.



Within the cities, major forms of transportation are taxis, busses, and the underground subway or *metro* (in Madrid and Barcelona). Each of these methods is efficient and inexpensive. Once the American adjusts to not having a private automobile for every kind of travel, he will find these methods of transportation easy and convenient as well as a good way to practice language fluency and to see the people engaged in typical activities.

Telephones are not as widely available as in the United States. Long distance calls may be made with relative ease to practically every part of the world. Telegraph service is readily available both within Spain and to other countries.

The government operates the National Television Network. Most television programming is only in the evening, principally in black and white. Some United States armed forces radio stations broadcast programs in English.

The Family

Family ties are strong in Spain. The household often includes more than just father, mother, and children. The "extended" family unit occurs with much greater frequency than in

the United States. The "extended" family includes all those who might be living with or are supported by the head of a family. This commonly includes parents of the husband or wife, brothers and sisters, and often nieces and nephews from rural areas who are working or attending school in the city. Older, widowed, or otherwise unfortunate relatives are always welcomed as permanent residents.

The father is traditionally the undisputed head of the home; generally the wife's responsibilities are to keep the house and to care for the children, although more and more women are filling jobs created by the expanded economy.

Youth remain at home until a later age than is common in the United States. This may be because university education is available only to a fortunate few because employment is not readily available away from home (except in the two or three largest cities), and because custom dictates later marriages.

Dating & Marriage Customs

Young people may participate in coed activities at about age fourteen. Couples may pair off at about age eighteen or nineteen, but usually only if they plan to marry.

Usually a young man becomes acquainted with a girl through mutual acquaintances or social activities. In some rural areas, the girl may take a chaperone along with her on dates.

Couples are usually engaged for a long time while they work and save money to buy and furnish an apartment. Potential spouses usually must be approved by the parents. The average marriage age for men is twenty-seven and for women twenty to twenty-four.

Housing & Possessions

Income is generally lower than in the United States, but in general the cost of living is about the same. The family income provides basic needs but usually not such things as higher education.

Many fathers need to work at two jobs, and the boys over fourteen and many girls over sixteen also work. Their wages are often given to the father or mother who uses the money for the whole family.

Home furnishings are modest. In the larger cities such as Madrid, Barcelona, Seville, and Bilbao many people have modern appliances, telephones, small cars, and television sets. In smaller towns modern conveniences are less common, and in rural areas they are almost nonexistent.

Most buildings do not have central heating. In fact, the Spanish people tend to be suspicious of it, feeling that it is unhealthy for one to go from a warm house to much colder temperatures outdoors. Another luxury is not running water. In small cities and villages, sinks in the kitchen and bathroom will have only one faucet--cold.

Diet

Typical Spanish food is not highly spiced but is prepared with generous amounts of olive oil. Meals commonly include bread, wine, rice, eggs, seafood, chicken, various types of cold cuts and a wide variety of fresh fruits and vegetables available in season. As storage facilities are very limited, Spanish women usually shop for food every day. They use few canned or frozen foods.

Breakfast is generally light. Lunch is at 1:30 or 2:00 p.m. and often later. Businesses close from 1:30 to 4:30 p.m. to allow families to be together for the main meal of the day and for the *siesta*, a rest period, although many people no longer sleep during the *siesta*.

A snack, (*merienda*) at about 5:00 to 7:00 p.m. may precede dinner, which may be eaten as late as 10:00 or 11:00 p.m. and often consists of several courses.

Personal Appearance

Spanish clothing is conservative. Darker colors and conservative styles predominate.

Women generally wear dresses or skirts, although in the larger cities pant suits and slacks are becoming very common with the younger generation. Older Spanish men wear a suit and tie virtually all of the time, even on weekend hikes in the country. Sport shirts and other sportswear are rarely worn.

The youth dress more casually, but even they prefer conservative styles and darker colors. What Americans consider normal casual attire (blue jeans, T-shirts, etc.) is becoming more popular.

Regional costumes, however, are more colorful and distinctive to each village and province. Costumes are usually only worn at Fiesta time.

The Arts

Spain has a wealth of archaeological, historical, artistic, and scenic treasures. Many castles are reminders of Spain's colorful history. There are many examples of classical Roman, Gothic, and Moorish architecture.

Since its earliest beginnings, Spanish art has been individual and creative, from the walls of the Altamira caves to the modern canvases of Picasso. In El Prado and other museums are the works of many Spanish masters, among them Goya, El Greco, Velázquez, Murillo, Dalí, and Picasso.

Roman Spain produced famous Latin authors: Seneca the Elder and his son Lucius Seneca; Lucan, Quintilian, and Martial were born on the Iberian peninsula. Spain continued to produce great

writers in every age. The most well-known Spanish author, Cervantes, gave *Don Quixote* to the world.

Spanish folk music is felt by many to be the richest in the world. Andrés Segovia is the best known classical guitarist of our own day, and the world-famous cellist, Pablo Casals, was also a Spaniard.

Opera, ballet, symphony orchestras, and theaters are popular in all major cities. Dancers have thrilled audiences for centuries with fiery flamenco performances.

The unique *Zarzuela*, a combination of prose and music, which has captured the spirit of Spain from its days of glory to the first decades of the present century, is still very popular.

The theater, always a favorite art form in Spain, was developed to its greatest heights during Spain's "Golden Age," and continues to enjoy great popularity today.

Whistling by spectators at public performances is a sign of disapproval and should be avoided.

Recreation & Sports

Sports and formal events play as large a role for the Spanish as they do for Americans. Activities are usually held on Sundays and holidays, the only days off for most workers. Soccer and bullfighting are especially popular.

Soccer is probably the world's most popular sport, and the Spanish enjoy playing among themselves and viewing competition with teams from other European countries. In Spain the name for soccer is *fútbol* or "football" as in most other countries outside of the United States.

To the Spanish, the bullfight is not a sporting event but an art, and the Spanish attend in great numbers. Every city of any size has a bullring. The raising of bulls for the fight is a lucrative business and so is the profession of bullfighter for those who manage to survive the competition. The dream of many a poor Spanish boy is to be a bullfighter, much as the ambition of American boys might be to become a professional athlete or an astronaut. Very few, however, attain a degree of skill great enough to win regional or national acclaim.

Cycling, horse racing and *jai alai* are other popular spectator sports in Spain. Basketball and baseball are growing in popularity. There are many good tennis courts and exclusive golf courses.

Beaches provide water sports and sunbathing the year round, and the higher mountains offer skiing. Game is more plentiful in Spain than in other parts of Europe, and hunting and fishing are enjoyed by many.

Communicating with Spaniards

As you anticipate an experience with a culture different from your own, you no doubt expect certain communication problems. The mistake most of us make is to assume that our problems in communication stem only from language differences and that the problem can be resolved by appropriate language training.

However, verbal communication comprises only a portion of the total communicative process. There is mounting evidence that nonverbal cues (gestures, facial expressions, eye contact, etc.), which are often too subtle to even be consciously transmitted may communicate more than words. So, considering communication in a broader sense, the difficulty is not limited to a verbal language barrier. Communication involves ideas, images, and symbolic meanings. Communication problems arise

when the life experiences and cultures of the communicators are not the same.

The sections that follow will discuss the following important facets of communication:

- * How and why people think and act the way they do
- * Behavioral do's and don'ts
- * The language itself
- * Nonverbal communication
- * "Survival signs" to read and understand
- * Making daily interaction easier for you and the Spaniards

A People to Get to Know

Apart from places to go and things to see, there are people to know in Spain. Communication goes much deeper than language. Behaviorisms, ways of thinking, and manners of living also relate to communication.

In every culture, certain feelings or assumptions influence how members of that culture act and determine what value they place on certain things and ideas. Descriptions of these feelings and assumptions are here called *themes*.

Themes are a way of discussing a culture by using examples of behavior and attitudes. For example, North Americans seem to consider it an extremely admirable trait to do well in business and become wealthy. This theme is illustrated by the fact that in the United States the wealthy men of the community are treated with great respect. On the other hand, the Asian cultures believe that the most desirable trait is wisdom, and they respect those who are older, wiser, or better educated.

Knowing the characteristic assumptions of a culture makes it possible to predict how the members of that culture will act in situations that involve the theme. For instance, North Americans are a time-conscious people. "Time is money" is a popular axiom. They believe that promptness is very important and that tardiness is a symptom of

indifference and inefficiency. You will learn on the following pages why a Spaniard may be confused by the American who always seems to be in a hurry, who expects others to be on time for an appointment, and who apologizes for being a couple of minutes late.

A special exercise is used to illustrate these themes. First, a situation is presented in which a person like you is in a position that could prove frustrating or embarrassing to all involved. Inherent in each situation is an underlying way of thinking or doing (a theme) that is part of the Spanish culture. As you read each incident, identify the theme. Try to imagine the other circumstances in which it might occur.

Next, the theme will be discussed as it relates to cultural concerns. Finally, another situation and variety of possible reactions will be described. Using what you have learned from your study, you are to choose one reaction that is most suitable. The various alternatives are then discussed.

Several significant general cultural themes found throughout Spain have been chosen. As you understand and apply these principles of communication, you will adjust to other similar situations more easily. The themes to be discussed are:

Theme I: "One Way--Do Not Enter"
(Individualism)

Theme II: "The Social Ladder" (Pride)

Theme III: "Vuelva Usted Mañana: Come Back Tomorrow...Unless You Know Someone" (Personalism)

Theme IV: "Religious Fervor...or Fanaticism?" (Religion)

Theme V: "Men Are That Way" (Male vs. Female Roles)

Theme I

One Way-Do Not Enter

Mr. Fisher had finally received official permission to drive a car while on assignment in Valencia. Still unacquainted with most sections of the city, he accidentally turned the wrong way into a one-way street. Traffic was light and he quickly corrected his error, turning in the street so he was going the right direction.

When he stopped at a street light a few blocks down the street, he was surprised when the gentleman driving behind him got out of his car and walked up to Fisher's window.

The man proceeded to explain that such maneuvers as Fisher had made, turning incorrectly down a one-way street and then reversing directions, were just not done in Spain, that Fisher should be more careful, and drive only when he was acquainted with the city.



Although the man did not seem angry, Fisher felt rather foolish about being treated in such a condescending manner. Of course he had made a mistake. But why should this stranger think it his responsibility to correct or counsel Fisher?

Individualism

Spanish *individualismo* comes across to Americans as an overwhelming self-confidence. "Viva yo!" the Spanish say. Or, in other words, "Hurray for me, and the devil take everyone else."

Each Spaniard knows that he is special and unique. For that reason, every trait which he possesses is of inestimable value, particularly in his own opinion. Any project with which he is involved is sure to be a failure . . . unless he decides to cooperate. His time is worth more to him than are *pesetas* and he is far more proud of his family than any material possession. His employer is lucky to have him, and if he is your friend, all the better . . . for you! No doubt Fisher's self-appointed counselor, with proprietary pride, felt it his right and his responsibility to set things straight.

Individualism is important in business associations, at church, at home, in official government circles, at the theatre, post office, bus station, or anywhere else two Spaniards might be conversing.

Individualism is never more intense than among friends. At the daily gathering of the community men's club, every gentleman expresses his own opinion. It is a time of heated discussion and argumentation. Accordingly, Spaniards prize individualistic traits among their friends.

James Hichener, in his book *Iberia*, discusses one of these traits as *duende*. *Duende* is that which communicates the essence and charm of anything or anyone uniquely Spanish. Flamenco dancing or a breakfast of Spanish chocolate and *churros* (a pastry) are tangibles which possess *duende*. A person with *duende* is one whose individualism is expressed in a unique and personal way.

Individualism and charm are stressed again in the concept of *gracia*. The person with *gracia* possesses charm, humor, poise, graciousness, and other equally fine virtues.

Your association with the Spanish people will bring you into contact with many striking and memorable individuals who seem almost to defy description until you apply these concepts to them. *Duende* and *gracia* express the unforgettable individuality of the Spanish people. One who understands and respects Spaniards as individuals will be welcomed and treated pleasantly. A dose of American impersonal efficiency or high-handedness, however, will leave them cold and you unhappy.

Individual & Society

Spanish individualism also works as a collective political force. The sociological phenomenon of regionalism has already been briefly mentioned and bears keenly upon this point.

The individualistic Spaniard identifies most intensely with small groups and so most Spaniards feel a binding sense of loyalty to their regional culture. This regional identification precedes and aptly precludes a national sense of identification, becoming an important political power tool.

The regions to the north of Madrid exemplify the powerful effect of regionalism upon Spanish government and society. The Galicians in the northwest have identified as a regional entity since the time of the Christian reconquest some 850 years ago. They have retained a dialect and many customs found nowhere else in Spain.

For centuries the Basque people, to the east of the Galician provinces, have felt the isolating influence of the Pyrenees Mountains. The society of the mountains has far transcended the importance of the Spanish and French societies on both sides

of the border. French and Spanish Basques live together and are far more loyal to each other than to their respective nations. The Basque language bears no resemblance to Spanish or French. Found only in that one spot of the globe, it has persistently served to unify the border peoples in opposition to the governments in Paris and Madrid.



Regionalism is once again manifest in the northeastern region of Cataluña. The customs and dialect of the Catalan people differ markedly from the Spanish people to the south and west.

In our modern age, with an emphasis on conformity and uniformity, the regions of Spain maintain their individuality. To achieve order and progress, the central government must effect compromise among these separate regions, which approve of the central government only as long as it operates harmoniously with regional policy. Some unrest in contemporary Spain is due to disharmony among various regional agitators and the central government.

The regions farthest from Madrid have long felt dissatisfied with the semiconstitutional, semidictatorial central government and for 150 years have made numerous attempts at secession. Though each attempt has been effectively thwarted, separatist sentiment within Spain is by no means subsiding. With a fierceness born of individualism, the separatists continue to press for recognition on all levels--political, social, cultural, and economic.

A unified Spain is a relatively recent addition to the historical development of the country, and constitutionalism has only been introduced within this century. The road to success for the government in Madrid lies in recognition of and compromise with the age-old regional groups.

Time to Test Yourself

You feel that the department you supervise is suffering in production efficiency because of the daily interruption for *siesta* in the middle of the afternoon. Your employees just seem to get moving along well in their work when they quit for the three hour rest. When they return to work, it takes more time for them to again warm up to their tasks.

You would like to eliminate the long *siesta* time. What can you do?

1. Tell your employees that *siesta* is a lazy, medieval custom. Since they work for a modern,

progressive company, the lunch break will last one hour only.

2. Frankly explain to the employees that you are eliminating *siesta* time in your department.
3. Tell the workers you've thought of a way to allow them to avoid the rush hour traffic and to get them home to their families earlier-- eliminate *siesta*.
4. Try to accept the fact that the Spaniards will not accept a change in their routine *siesta* time.

NOTE YOUR REASONS FOR THE RESPONSE YOU SELECTED.
SEE BELOW FOR ANSWERS.

1. It should be apparent that such an approach would be very insulting. See Theme II for further discussion of Spanish pride.
2. Most likely your employees will be very indignant at this assertion of authority. Though you are the boss, the Spaniards feel they still have their individual rights under all circumstances, particularly when such an order would go against their individuality

and attempt to contradict an ancient and much-enjoyed tradition.

3. This approach may not make your employees quite so defensive, but even the advantages of ending the work day earlier are unlikely to lure even progressive Spaniards away from their routine *siesta*.
4. Relax. Learn to live with what you can't change.

Theme II

The Social Ladder

Mrs. Morales assured Mr. Thorne and Mr. Bailey that her husband would arrive very soon. The two men had stopped for a visit shortly after Mr. Morales had gone to the market for some fresh vegetables, and Mrs. Morales had graciously entertained them for nearly an hour.

Mr. Thorne was employed by the Spanish affiliate of an American firm. He had become quite good friends with Mr. Morales, who worked in the same department. In the three months Thorne had been in Spain, he had been a frequent visitor at the Morales home.

Mr. Bailey had just arrived from the United States to work in another department of the firm, and Thorne had brought him by to introduce him to Mr. and Mrs. Morales.

"Here he is now," Mrs. Morales smiled and walked across the patio to meet her husband as he drove in.

On the roof of the small car were tied two large crates of vegetables. Mr. Morales greeted Thorne cordially. Mr. Bailey was introduced.

"I'll be with you in just a moment, as soon as I get some girls to take these crates down to the kitchen," said Morales.

He returned shortly with two of the hired girls. He stood back and gave directions as the girls struggled to untie and unload the crates.

As they observed, Bailey said, "Why doesn't he help them with the crates? He's surely more able to handle them than are those girls."

"It's hard to just watch without offering to help, isn't it," said Thorne. "But stepping in like that would be a real social error. Morales is a businessman. Because of his education and social status, he'd never be seen doing any manual labor."

Bailey restrained his desire to help the girls as they dragged and carried the big crates to the service entrance.

Pride

Spanish pride is as pervasive in Spain as Catholicism and individualism—you find it everywhere and in everyone. It seems to be a trait with historical precedent, attributable partially to the racial consciousness of two previously powerful groups on the peninsula—the Jews and the Moors. Prior to 1492, Spain had a very large population of both ethnic groups, and both have traditionally had a close-knit identity based upon a conscious awareness of superiority.

The Jews have long carried the "chosen people" creed as part of their wandering heritage, and the Moors brought with their superior civilization a sense of ethnic superiority. The Gothic tribes which invaded Spain from the north also brought with them the concept of nobility and pride in lineage, which is reflected in the Spanish term for nobility, *hidalgo* (*hijo de algo*, son of something [of importance]).

Although those ages have passed, the pride which they inculcated has not. The pride of the modern Spaniard is not related to material or worldly possessions but stems from something more internal and intrinsic to each individual: honor.

Spanish society, as any other Western society, is economically and socially stratified. The Spanish attitude about social position, however, differs somewhat from the American concept. The individualistic pride of the Spaniard produces a widely complacent attitude. Success depends not upon where one is within the social framework, but rather upon how one conducts oneself within a given social role: Social mobility in terms of the American experience doesn't exist in Spain. A Spaniard is proud of his designated position and attempts to live it honorably.

For whatever reason, every Spaniard manages in some way to feel superior to every other Spaniard—indeed to every other human being. This pride has some rather startling outward manifestations. Because of his deep sense of honor, pride, and dignity, appearances are very important to the Spaniards. No matter how meager his income, he will dress as meticulously as possible. His suit will be pressed and his shoes polished even if his family must skip meals in order to conform to the image which he feels others are expecting. He may appear to be leading a life of luxury and ease when he actually works very hard for a living.

A Spaniard's pride and concept of honor would in no way permit public embarrassment or ridicule. Perhaps the most notable outward evidence of a Spaniard's pride is the lengths to which he will go in order to avoid appearing ridiculous. The mannerism of arrogance is frequently observed among the Spanish people, and at first the visitor may be taken back at encountering arrogance everywhere. Considering the nature of the Spanish pride, however, one no longer winces at the arrogance with which it is accompanied. Arrogance in Spain is natural.

Time to Test Yourself

You become separated from your tour group. You speak some Spanish, and you know where the next stop is scheduled on the tour--a museum somewhere near the center of the city.

You approach a kindly looking man seated on a park bench and ask directions. He tells you how to get to the museum and suggests a bus to take.

When you get off the bus, however, it becomes obvious to you that you have been directed to the wrong place. What do you do?

1. You try to return to the park and find the man who helped you so you can bawl him out for giving you the wrong directions.
2. You assume that you asked the question incorrectly or that you misunderstood when the man answered you. You try again with another passerby.
3. You decide to ask directions only from someone who speaks English.
4. You ask directions from two or three people before setting out again for the museum.

NOTE THE REASONS FOR THE RESPONSE YOU SELECTED.
SEE BELOW FOR ANSWERS.

1. This would be rather difficult, and useless too.
2. It is possible you miscommunicated if you do not speak Spanish well.
3. This would be helpful to you, but unless you find someone who speaks English fairly well you may again face some problems in communicating accurately.

4. This may also be advisable. Most Spaniards would be very happy to help a visitor who has gone astray. However, because of their pride, they may be unwilling to admit they do not know something or cannot help. They may give false information rather than appear ignorant. This does not mean you should mistrust everything you are told, but you may need to be cautious in some circumstances.

Theme III

Vuelva Usted Mañana

(COME BACK TOMORROW...UNLESS YOU KNOW SOMEONE)

Dr. Smith's frustration was increasing daily. After three weeks in Madrid, he had only accomplished half of the tasks he had set for himself, and those at the price of repeated visits to offices, hours of waiting, and completing what seemed to be hundreds of pages of forms. His golden dreams leading to this year as an exchange professor of engineering at the University of Madrid were beginning to show signs of tarnish.

True, things were working out well at the university. The department had given him an office, ordered books he needed, arranged for him to use university recreation facilities, and so forth. Most of this had been taken care of by Professor Manzanares.

But when he was on his own, he seemed to have trouble. How could he have anticipated it would take days to get the necessary documents to set up a checking account, or that it would take ten weeks to get a place to stay and perhaps months to get a phone installed?



Today had been especially irritating. His family was arriving on Sunday, and yet he still had not found a school for his children to attend. School after-school had informed him they had no vacancies, and this morning he hadn't even been allowed to talk to the director of the school which had been his last hope.

To top things off, he had returned home to find that the work in the bathrooms of his apartment still hadn't been completed, even though the agent had assured him (for the fifth time in five days) that the work would be finished today *sin falta* (without fail). He had resigned himself to the fact that they wouldn't have the washing machine or the television set delivered before Sunday, but how would his family react to the fact that there was no hot water and the shower and bathtub were not operable?

Hoping to relieve the tension somewhat, Dr. Smith stopped in the cheerful little bar beneath his apartment building. To his delight, there he found Mr. Perona, a lawyer he had met on the train from Paris. Perona had been an interesting traveling companion and had offered to help Smith get settled in Madrid.

Smith recounted to his friend the past days' failures. Perona smiled and agreed that it was often difficult to get things done in Spain. Perona suggested he might be able to help Smith with some of his problems. He wrote down information about Smith's children and asked him to come to his law office at about noon of the following day. He would see if he could get some results.

Sure enough, as Smith entered the lawyer's office, he was greeted with the news that Perona had arranged for Smith's children to enroll in a nearby school with a very good reputation.

"But I tried that school, and they insisted they had no room," Smith stammered.

"Well, the director is a close friend of mine," said Perona, "and I often help him with some of his legal problems. Now, let's see what we can do about getting some hot water in your apartment."

Personalism

In Spain, getting things done depends a great deal on working with friends and relatives. Every Spaniard cultivates relationships which can be of benefit to him in his business and personal affairs.

Personal influence can appear in many forms. At times it is a friend, like Mr. Perona, who can negotiate legal matters, assist in banking complications, get admissions to schools, and so forth. A friend or relative may be in a position which enables him to receive benefits or opportunities that someone else might not. Influence may take the form of money or gifts which are given to speed along a request. It can also come from a family member who uses his position to get another family member a job in the same company.

People in the United States are well acquainted with the idea that knowing the right people is very helpful in endeavors to be successful. In Spain, this assumes even greater proportions. When a Spaniard wants to get ahead in the world, one of the first things he does is to affiliate himself with someone or something that is already "ahead." Ideally, this someone is a member of the immediate family. Or, he may appeal to a friend or a relative of a friend. A person in a position of influence or leadership considers it his obligation to improve the condition of his relatives and friends.

If a visitor to the country tries to do things on his own, he may eventually get them done, but at the expense of many visits and much red tape.

Time

Dr. Smith was also frustrated by the casual attitude of the servicemen who continually promised completion of their work day after day and by the seeming indifference of those who told him to return again and again to complete necessary paperwork.

The Spanish have a very different concept of time. Frantic haste is rarely seen in Spain, except in larger cities. Rather, Spaniards treat time as if they own it, and they dispense it accordingly. Leisure is enjoyed by rich and poor alike. Everyone is casual about arriving on time, not only for all types of

social engagements, but for employment as well. A prompt Spaniard is the exception rather than the rule.

These generalizations find exception only with regard to *siestas*. The Spanish are unerringly prompt with *siesta* time. Monday through Sunday, all of Spain is closed from one to four o'clock in the afternoon. Businesses are closed, schools are recessed, and everyone settles down to enjoy a leisurely mid-afternoon meal and period of relaxation.

The best solution for the visitor is simple. Don't fight it; relax and enjoy it. As four o'clock approaches, activity resumes and continues until early evening. By 8:30 or 9:00 p.m. the day's transactions are finished and an equally leisurely nightlife begins. That's right. The Spaniard's evening meal is usually eaten between 9:30 and 11:00 p.m.

Time to Test Yourself

You have been asked to see that a number of persons be hired to fill vacancies on a building project underway in Spain. The vacant positions will require well-trained, experienced workers.

A very competent Spanish project director has already been appointed and is doing a fine job. In talking over the vacancies with him, you get the definite impression that he would like to take care of the hiring himself even though you have indicated that you had planned to do it.

What do you do to insure that the best people available will be hired?

1. Being familiar with the concept of personalism and realizing that the project director feels

an obligation to his family and friends, you decide to hire the men yourself to avoid the possibility of all the vacancies being filled with relatives and friends of the project director.

2. Don't worry about it. Everything will work out all right.
3. To avoid problems, fire the project director and take over the position yourself.
4. Make sure the project director understands that the vacancies must be filled with well-trained, experienced men. Then let him go ahead and hire whomever he wants as long as they meet the job requirements.

NOTE THE REASONS FOR THE RESPONSE YOU SELECTED.
SEE BELOW FOR ANSWERS.

1. You're right to be concerned about the possibility of the project director's hiring his relatives and friends. However, he apparently is competent and efficient and as such he will probably make sure that the men he hires are capable of filling their assignments. If you insist on hiring the men yourself, you may be questioning his ability to lead and probably insulting his pride. (See Theme V.)
2. Everything will work out all right if you make sure it does. Of course, you're going to have to do a little worrying; every supervisor does.
3. You're kidding, of course.
4. As project director, it is his responsibility to do the hiring. We have already been made aware of his competence, so it would probably be best to trust his judgment and let him go ahead. He may hire some of his own relatives or friends; however, if he understands the necessity of well-trained, experienced workers, he will demand this from his relatives as well as from others.

Theme IV

Religious Fanaticism...or Fervor?

Mr. Thompson and Señor Bordas left the meeting and walked out of the tall office building onto the bustling streets of Madrid. As they turned toward the café where they were going to have lunch, Mr. Thompson expressed a desire to purchase a Spanish newspaper for his son who was studying Spanish in high school. Señor Bordas suggested they pick one up at the newsstand near the corner.

As the two men approached the tiny stand covered with magazines, comic books, and newspapers, Mr. Thompson's attention was immediately drawn to a magazine-type newspaper, several copies of which were attached by clothespins to a wire that stretched around the kiosk. The entire cover of this particular issue was covered by photographs showing two distinguished-looking people bending over to kiss what looked like a statue of the Virgin Mary. Mr. Thompson's curiosity was soon vocalized. "Who are these people and what are they doing that is so significant as to be on the front page of a newspaper?" he queried.

"Why, the King and Queen of Spain, and they are showing reverence to the Virgin," responded Señor Bordas, obviously puzzled by the failure of Mr. Thompson to recognize the monarchs.

"The King and Queen kissing a statue..." reflected Mr. Thompson out loud. "That seems quite fanatical for such prominent governmental figures, don't you think? I mean, even though a president of the United States might be Catholic, we Americans would not want to see such a display from him."

"On the contrary, my dear friend," explained Señor Bordas. "Not only are we Spaniards not offended by such a show of reverence, but we expect it of our political leaders."

"Hmmm..." concluded Mr. Thompson, as they continued on toward the café. "That certainly is an interesting intermingling of Church and State."

Religion

Traditionally, religion has been a pervasive influence in Spain. Although the importance of the role which religion plays is somewhat less than it has been in the past, it remains a considerable socio-political force.

Catholicism is the professed religion of 98 percent of the population. Until 1966 it was,

in fact, the state religion. Church attendance, however, is not emphasized except among the older generation.

Nevertheless, a kind of basic belief is ingrained from earliest childhood. The most solemn events in the life of an individual--baptism, confirmation, marriage, and funeral services for the dead--are always solemnized by the church. Social life revolves around church holidays which provide frequent occasions for reuniting family members and celebrating. Religious holidays are much more common in Spain than in the United States. The veneration of the Virgin Mary and certain patron saints dominates the character of every holiday and festival.



Catholicism has been in Spain as long as it has been in Rome; hence, the support of the Spanish branch of Christianity has always been vigorously sought by the Catholic Church. In fact, Spain has often been a stronger bulwark of Catholicism than Italy. Spanish monarchs have found it advantageous to join hands with the church, placing the church in an extremely prestigious and powerful position. One of the positions taken by the Republicans, and which led to the Civil War, was their desire to diminish the power wielded by the Church in every aspect of Spanish society. With the Republican defeat, anticlerical feeling was eliminated, and church and state joined hands once again.

Although other religions have been officially welcomed, few Spaniards care to assume the socio-economic or political pressure which would result from disassociation with Roman Catholicism.

Time to Test Yourself

You are to supervise a research project that must be completed by a specific deadline. Every available working day must be used in order to finish on time. You've been asked to plan a work schedule that will guarantee the completion of the project by the specified date. You have planned for the workers to have Sundays free.

Reviewing your projected work schedule, a Spanish work supervisor points out that the duration of the project will include three Catholic holidays. All three occur in the middle of the work week and are marked by festive celebrations. What can you do?

1. Hire only men who agree to forego the holidays and work every day, Monday through Saturday to complete the project.
2. Check with your superiors on the possibility of receiving a three-day extension of the completion date for the project so that all workers can enjoy the holiday.
3. Give employees the option of working overtime or three Saturdays to make up hours lost by attending the festivities.

NOTE REASONS FOR THE RESPONSE SELECTED. SEE BELOW FOR ANSWERS.

1. Although most Spaniards are Catholics, you may find some willing to commit themselves to your conditions. But there are definitely some more reasonable alternatives.
2. This is the best first alternative to try. If your superiors are aware of the cultural importance of the Spanish religious celebrations, they should be willing to adjust the completion date if possible. If they are unable to grant an extension, what should be the next step?
3. If they have been previously informed of the tight deadline, many workers will be willing to work overtime to make up for days missed. Be sure to acquaint yourself with the customs of the locality. Some smaller communities are very traditional, and it would be a serious breach of tradition for someone to work instead of participating in the religious commemoration. In some larger, more industrialized centers people may not be averse to working during the holiday.

Theme V

Men Are That Way

Phyllis dropped behind the group to take another look at Velazquez' *Las Meninas*. She needed more time to enjoy the excitement of seeing the fascinating masterpiece in person. Besides, she felt restricted and a little childish tromping through the *Prado* Museum with the other American students, flitting from painting to painting like a swarm of tourists. She was startled to hear a voice, almost in her ear, ask, "You like the picture?" She turned to see a very good-looking young Spaniard smiling down at her. He was nicely dressed, and though his English was accented, it was understandable. He seemed obviously educated and very eager to strike up a conversation.

"It's just marvelous!" she responded, "more beautiful than I had ever imagined."

The young man smiled with pleasure and then smoothly and aggressively led her through a series of questions about who she was, what she was doing in Spain, how long and where she was staying.

Phyllis was flattered by his attention and interest and gave him her fullest smile and wittiest answers in return. She had just wondered if she should invite him to her dorm, when suddenly the harsh voice of her Spanish Art Instructor broke in.

"Venga, Señorita! Come with the group, please! We are waiting for you and have no time for you to talk to strangers."

Embarrassed, Phyllis hastily said goodbye to the young man and followed her teacher, who seemed furious that she had been so friendly with the young man.

"You should not be so receptive to that kind of person," he stormed. "He was picking you up like a common street tramp."

Phyllis turned crimson. "Like a what?" She stammered, "I thought he was just being very nice."

"You Americans are so naive," replied the professor. "Any Spanish girl would have immediately recognized that he was just out to gratify his male ego with another conquest. Men are like that."

Male vs. Female Roles

Sex roles in Spain are very sharply differentiated. The male is expected to be dominant and aggressive and the female passive and accepting. Although it is subtle and mostly subconscious, young boys learn from childhood through manhood that there are certain values and attitudes they are to maintain and that they have a certain license not shared by women.

In the family, the father is the boss. His decisions are to be followed by all, and although

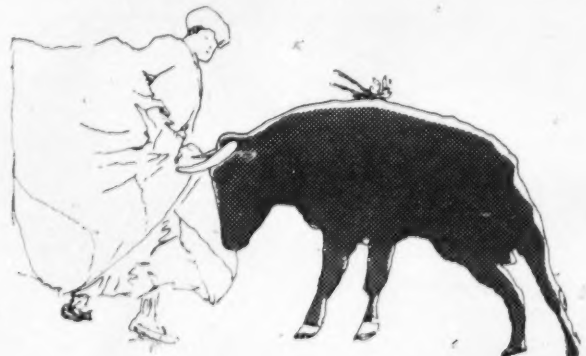
the mother has many ways of asserting her will and accomplishing her own goals, she must do it rather covertly since she must show deference to her husband and never openly challenge his authority.

Although modern times are changing some of these patterns, certain activities and responsibilities are considered to be in the realm of the male and others in that of the female, and it is unusual to see them done by someone of the opposite sex. Household chores, for example, are "women's work" -- and it would not be "manly" for a male to do them. Many government and business positions are reserved for males, who are expected to take an active involvement in public affairs. Until recently, women were expected to devote their time and talents to the home and rearing of the children. However, their influence is not to be discounted. They are not treated with disrespect. Men are early imbued with the feeling that they are to provide food and shelter and protect the honor of their wives, sisters, mothers, daughters, and sweethearts.

Young boys have considerably more freedom of action than do their sisters. As a girl matures, she is taught that to be "decent", she must avoid situations which might cast doubts on her virtue, including being out late alone with a man who is not her formal *novio* (fiancé).

Boys, on the other hand, have their own standard. They are expected to engage in activities which demonstrate their virility. This may be in sports, work, or sexual experiences. Men are pardoned for, and even expected to have, extramarital sexual experiences as a means of proving their masculinity. They are admired for their "conquests" and brag about them, often to a point of fabrication. This exaggerated emphasis on masculinity is referred to by sociologists as *machismo* or *hombria*. They point to numerous manifestations of it in such things as large families, bravery in battle, enduring injury or illness without medical attention, and, of course, the spirit of *Don Juanismo*, a term borrowed from the legends of Don Juan, a literary figure who was famous for his conquests of women.

Perhaps the ultimate example of virility in Spain is the bullfighter. He is not only brave and courageous,



but he shows his bravery in a daring, poised, and arrogant manner. However, since not everyone can be a bullfighter, it is considered manly to excel in other areas. In short, anything that enhances a man's masculinity is desirable, while anything which would cast doubt on his manhood is carefully avoided.

The reverse of these characteristics is the traditional ideal for Spanish women. They are taught to be domestic, passive, submissive, reserved, and sentimental, particularly in the company of men. American women may experience some difficulty in accepting these attitudes for they will invariably encounter assertive, aggressive domineering men on the streets, in buses, shops, or at the theater.



As women pass by, men will often call out *piropos* -- colorful expressions of admiration which may be enjoyed by the women, but are never reacted to overtly, or even acknowledged by them. An aware visitor will realize that usually no rudeness is intended and that tactful charm will yield a satisfying resolution to any such situation.

Women are expected to be loyal to their husbands and at the same time understanding if their husbands are unfaithful to them. When such is the case, it is usually done discreetly to preserve the dignity of the wife. Women understand that the male needs extramarital experiences and that this is forgivable as long as he supports his family.

Men, on the other hand, are extremely jealous of their wives. Infidelity on the part of the woman is often met with violence.

Previously, the influence of the woman was limited to her family. This influence has now begun to extend beyond the home. As more women have entered business, education, and government, the traditional submissive role of the woman is being modified somewhat.

Still, the woman's role is primarily domestic and is widely accepted as such by Spanish women themselves. As the father is away from home much of the time, the woman becomes the authority in the household where she can be a quiet, dominant force behind-the-scenes.

This trait of masculinity has developed a unique flavor in Spain, conceptualized in the word *pundonor* (point of honor). Honor as a male virtue is idealized to an excessive degree, resulting in an unusually protective attitude toward female acquaintances and relatives. It rules not only family relationships but courting procedures as well. The chaperoned date is becoming less common in modern Spain, but male initiative is still emphasized.

Honor is an essential quality of masculinity, superior to more pragmatic American values such as efficiency, organization, or business diplomacy. The visitor to Spain must be careful not to offend the Spanish sense of honor either on a business or personal level.

Time to Test Yourself

You are a chaperone for a group of students touring Toledo when a member of the group becomes ill. You take her to a hotel where she rests in the lobby while someone is sent for medical assistance.

A man in the hotel lobby comes over and insists he is a doctor. Without further ado, he instructs the girl to assume an awkward position with her head hanging over the couch. This, he insists, will prevent her from fainting.

You are responsible for the girl, and you feel that this man, although he says he is a doctor, is not making helpful suggestions. You

think, in fact, that he is being rather presumptuous and "pushy" and that he may actually harm the student. What do you do?

1. Order him to leave the girl alone. Tell him you do not want him to interfere.
2. Ask him for some identification which proves he is a doctor before allowing him to assist the girl further.
3. Tactfully suggest that other assistance has been requested.

NOTE REASONS FOR THE RESPONSE YOU SELECTED. SEE
BELOW FOR ANSWERS.

1. You should know from your study of Spanish individualism and pride (Themes I and II) that such an abrupt order would be very embarrassing to a Spaniard.
2. This, too, would be offensive. Spaniards are sensitive about having their honesty questioned. If you felt it necessary to see some proof of this man's qualifications, it may be difficult to find a tactful way to ask for such papers. In any event, try not to embarrass the man by challenging his authority publicly.

3. Of course your first concern is the student in your charge, and you should not allow her to be mistreated. Perhaps this would be the best solution until you have had the chance to investigate him further. Again, remember to be tactful in your approach.

When is a Wave Good-bye a Wave Good-bye?

As you prepare for your experience in Spain, you may think you can get along with hand signals and other gestures until you learn to speak the new language. In some countries there are similarities to gestures and expressions used by Americans. However, most likely you will find your natural communication cues being misunderstood or misinterpreted. Though the Spanish will be more tolerant of your blunders because you are a visitor to their culture, you are more likely to be accepted if you conform to some of the more important Spanish customs. Effective intercultural communication requires an understanding of the following:

Greetings

The Spanish are a warm people and show affection easily. Even men feel no shame in showing their emotions but will embrace on the street while standing side by side, each extending an arm around the other. After a long separation, men may greet each other with a hearty embrace, sometimes accompanied by sound backslapping.

Men and women always shake hands upon meeting and parting. Often they feel that a simple handshake does not convey enough warmth to an acquaintance, so they may pat the back of the other person while shaking hands.

When women meet, they exchange kisses by placing their cheeks together and kissing the air, not exactly touching lips to cheeks. This is common not only among friends of long standing but among casual acquaintances, even visitors like yourself.

Family names and titles are used to address people until one becomes more closely acquainted, then first names may be used. The familiar form is used among the youth immediately after introductions.



Visiting

A visit to a Spanish home is an exciting experience. The Spanish rule of hospitality dictates an unusual degree of generosity and courtesy. Guests are treated royally and entertained with as much *gracia* and elegance as the income will allow, and sometimes more.

Visits are longer than Americans might expect, and a guest who departs before visiting for a couple of hours might be guilty of rudeness. Opportunities to visit and communicate on such a personal level is a source of endless delight to the Spanish personality.

Handshaking is customary when you arrive and leave. A visitor waits for women and older people in the room to be seated before taking the seat offered him by the host.

It is polite for a guest to take flowers when invited to a home (or send them in advance or afterward). Food is not usually an appropriate gift (except pastries, cakes, or chocolate). If you are offered a gift, you should open it immediately.

Conversation

The Spanish are very expressive speakers. They converse rapidly and with many hand gestures. The hands should not be concealed in the pockets, nor on one's lap beneath the table.

Spaniards and Americans differ in what they consider to be courteous, "icebreaker"-type questions to start conversation. They consider inquiries such as husband's occupation, hobbies and interests, and then children's activities to be too personal to discuss with strangers.

They prefer "non controversial" subjects such as politics or religion. However, it is best to avoid political comparisons between Spain and the U.S. Always greet a Spaniard with *Buenos Días* before conversing.

They tend to talk at length, thus getting very impatient with one another and interrupting frequently. While they will not be offended at interruptions by a countryman, they would be quite insulted should a visitor presume to do so.

Because they are such a verbal people, they will often let you know frankly if you make some kind of cultural blunder.

Gestures

To beckon someone, the fingers are waved with the palm down.



An important nonverbal cue is the expression in the Spaniards' eyes. A Spaniard with snapping eyes is either angry or impatient. Spanish men also use eye contact to make "passes" on the street. An unchaperoned woman should avoid gazing boldly around her, and she will be quite safe and undisturbed. Should a man find a woman returning his stare, however, he will promptly attempt a conversation.

The traditional "OK" sign (thumb and forefinger forming a circle) carries a vulgar connotation and should never be used.

Meetings

Yawning or stretching while seated in front of a group is not appropriate. Legs should be crossed with one knee directly over the other. In an interview, the interviewer stands and offers a handshake to greet the person he is interviewing.

Eating

The host or hostess indicates the seating arrangements. Ladies are seated first. Guests converse casually and compliment the hostess on the meal. Eating utensils are used in the continental style--the fork is kept in the left hand. Wrists customarily rest on the table. Toothpicks are not used in public. Usually only children eat on the streets.



Breaking Language Barriers

If you cannot speak other peoples' languages, you are terribly handicapped in communicating with them. Because language is the most important communication tool in any society, it is possibly the area of your greatest security. When you come into the new world of Spain, you may not know the Spanish language at all. You will be stripped of your primary means of interacting with others.

Your purpose and length of stay in Spain will determine the language proficiency you will need or desire. Language training is available through schools, self-study, and various language booklets written especially for travelers.

In case you find yourself with no other materials, this "survival" section can assist you in communicating in Spanish. The following are simple words and phrases to master:

ENGLISH	PRONUNCIATION	SPANISH SPELLING
Good day	BWEN-ohz DEE-ahss	Buenos días
Good evening	BWEN-ahss TAR-dayss	Buenas tardes
How are you?	KO-mo ess-TA oo-STED?	¿Cómo está usted?
My name is. . .	may YA-mo. . .	Me llamo. . .
Please	por fa-VOR	Por favor
Thank you	GRATH-yahss	Gracias
Excuse me	payr-THONE-nay-may	Perdóneme
Goodbye	ah-DYOHSS	Adiós
Yes	SEE	Sí
No	NÖ	No
Please point	SEER-vah-say ah-poon-TAR	¿Señor, señore?
Understand me?	may en-TYEN-day?	¿Me entiende?
I don't understand	no en-TYEN-do	No entiendo
Sir	sen-YOR	Señor
Madam/Mrs.	sen-YO-rah	Señora
Miss	sen-yo-REE-tah	Señorita
Today	OY	Hoy
Tomorrow	mahn-YA-na	Mañana
Where is (the). . . ?	DOHN-day ess-TAH. . . ?	¿Dónde está. . . ?
toilet	el BAHN-yo/el sayer-VEE-thee-o	el baño/el servicio
exchange office	la o-fi-THEE-na day KAHM-bio	la oficina de cambio
cinema	el THEE-nay	el cine
Where is (a). . . ?	DOHN-day AHY. . . ?	¿Dónde hay. . . ?
doctor	oon MED-ee-ko	un médico
restaurant	oon ress-ta-oo-RAHN-tay	un restaurante
policeman	oon po-lee-THEE-ah	un policía
How much does it cost?	KWAHN-to KWESS-ta	¿Cuánto cuesta?
Too expensive	MOO-ee KA-ro	Muy caro
Straight ahead	ah-day-LAHN-tay	Adelante
To the right	ah la day-RECH-ah	a la derecha
To the left	ah la eeth-KYEHK-dah	a la izquierda
I want. . .	KYEHY-ro	Quiero. . .
to eat	ko-MEHR	comer
a room	oon KWAR-to	un cuarto
a hotel	oon o-TEL	un hotel
the check	lah KWEN-tah	la cuenta
Please stop	PA-ray por fa-VOR	Pare por favor
Please speak slowly	HA-blay mahs dess-PATHAA-yo por favor	Hable más despacio por favor
I am an American	SOY nor-tay-ah-may-ree-KA-no	Soy norteamericano
OK	BAH-lay	Vale

Sign Language

An excellent way to orient yourself in a new culture is to become familiar with the many signs you see. Until you learn to ask the location of the nearest restroom, it might be helpful to at least be able to recognize the

sign. It also will help you find clean air and to stay away from dangerous areas. Even if you can't speak the language, you can at least walk around looking like you know where you are going and what you are doing.

Restroom	Cuarto de baño; baños (públicos); WC; Aseos; Lavabo(s); Servicios (sanitarios)
Men	Caballeros (Hombres)
Women	Damas (Señoras)
Do not enter	Se prohíbe la entrada (No entre); Prohibida la entrada
Entrance	Entrada
Exit	Salida
Danger	Peligro
No Smoking	Se prohíbe fumar (No fumar)
Push (please)	Empuje (por favor); Empujad
Pull (please)	Tire (por favor); Tirad
Employees only	Sólo para funcionarios (empleados, dependientes, el personal)
Bus stop	Parada (de autobuses)
Bus station	Estación de autocares
Close out (sale)	Liquidación (venta especial, saldos, rebajas)
Beauty salon	Salón de belleza; Peluquería de Señoras
Barber shop	Peluquería
Bank	Banco
Post Office	Correo(s)
Train station	Estación (de trenes)
Movie theater	Cine

Plaid Pants, Sports Shirts, Hat, Camera, and Shades

You are dressed in your "travel duds" and plan to buy a beautiful mantilla before you fly home. Sound exciting? It should be. However, if you are not familiar with Spanish shopping procedures, you may find yourself lost in a maze of specialized stores and never locate one which sells mantillas.

There are differences in just about every aspect of Spanish life. A glance through this section will help you plan your time wisely and avoid harassment by "the little things."



Shopping

In Spain there are still many specialty stores which deal with one specific product. Rather than go to the supermarket for all her shopping, the housewife may go to the open-air market for her vegetables, to the *carnicería* for meat, to the *mercado* for dried beans or canned goods, and to the *lechería* for milk. The drugstore (*farmacia*) sells only drugs and cosmetics. If you want books, you go to the bookstore (*librería*), and if you want stationery or greeting cards, you go to the paper store (*papelería*). Several large department and supermarket chains are popular in Spain, but for the best selection the Spanish shopper will usually go to a specialized store. Bargaining is common in smaller stores and with street vendors.

Spaniards still enjoy the tradition of the street vendor. They may purchase roasted chestnuts while strolling through the cold streets in wintertime. Fresh fruit, other nuts, and juices are sometimes sold on the streets as well. Because of the varied quality of ingredients used in these articles, the visitor should use common sense in buying unpackaged food items sold on the street.

Most stores are open from 8:30 a.m. to 1:30 p.m. and then reopened at 4:00 p.m. until 7:00 or 8:00 p.m. Neighborhood bars are open much earlier, at around 5:00 a.m.

Monetary System

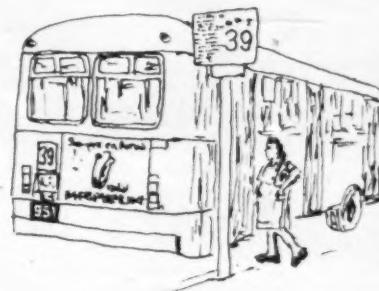
The monetary unit is the *peseta*. Any large banking establishment will be able to give you exact information on the rate of exchange when you arrive. Common bills are in denominations of 100, 500, and 1000 *pesetas*. Coins are in denominations of 1, 5, 10, 20, and 50 *pesetas*.

Personal checks are only accepted in the largest banking establishments or where the person is known. Travelers' checks are very widely accepted, as are international credit cards, especially in places frequented by tourists.

Public Transportation

Because many Spaniards do not own automobiles, they depend mainly on public transportation systems. The most common mode of public transportation is the bus, both of interstate and intracity travel. Buses are plentiful and generally very efficient.

If one is standing at the *parada* (bus stop), usually marked with a six-foot, painted pole and explanation of the routes of the buses which stop there, he flags the bus he desires. Respect any lines that may form. Depending upon the bus, one enters the front door and pays the driver or enters the back door and pays the ticket taker. The passenger keeps the ticket for the entire ride as inspectors make periodic checks and fine those without tickets.



Buses may become very crowded at commuter time. This is also true of the *Metro* (subways), which are found only in Barcelona and Madrid. Stations are marked above ground with a painted pole and a sign with a big "M." At the bottom of the stairs is a map indicating metro routes throughout the city. One may purchase his ticket before entering the station proper. After passing through the turnstile, the passenger enters the platform area on the desired side. One must be careful to catch the *Metro* going in the proper direction--for instance, north to your destination instead of south on the way back.



Another fast way to get around a city is by taxi. Most taxis have meters, and the prices are fixed, but there are graded levels of expense. The most numerous and most inexpensive taxis are black with a red stripe on the side. Smaller taxis, usually blue with a yellow stripe, are even cheaper. *Turismo* taxis are more expensive. Also there is usually an extra charge for luggage when using public transportation.

Telephones

Not nearly as many Spaniards as Americans enjoy the convenience of a telephone in their homes. Those who do have a phone in their home pay a monthly rate plus a charge for the number of calls made during the month. Thus, one should be careful about asking to use someone's phone because it will probably increase their phone bill.

Public pay phones are common and are operated by a token (*ficha*) or a coin. Tokens may be purchased from a nearby magazine stand or the cashier at a store.

Long distance phone calls cannot be made from a public phone on the street. One must go to the telephone company (*Telefónica*). In a large city, there may be three or four such *Telefónicas*. The number is given to the switchboard operator. When the connection is made, she will direct the caller to a specified booth. After the call is completed, the cashier is paid for the number of minutes used. The telegraph may be located in the *Telefónica* or in the post office (*correo*). Phone connections from Spain to the United States are good and clear.

Postal System

In the post office, envelopes and packages are taken to the line where stamps are sold. Large packages may be mailed only through the central post office at a specific window. Addresses are affixed to letters and packages in the same way as in the United States. The most inexpensive way to send letters outside the country is to purchase aerogrammes, which are only about half as expensive as regular letter postage.

If one loses something while in Spain, it is wise to check at the post office as well as the police station for the item. If an article is found on the street many people deposit it in a mail box for transport to the main station.

Eating Out

When one enters a restaurant, the headwaiter greets him, escorts him to the table, and takes his order. To call a waiter, hold the index finger up and try to catch his eye. Calling, shouting, or whistling are not appropriate.

At the end of the meal, the waiter will offer coffee or dessert but usually will not bring the bill (*la cuenta*) until instructed to do so. It is paid on a small plate. Sometimes a tip is included in the bill. If not, the tip should follow the 10 to 15 percent rule established in the United States.

Compliments to waiters, maids, and others who give service are as important as a tip. The Spanish thrive on praise.



In Spain, "bars" are about the equivalent of a neighborhood coffee shop. In addition to alcoholic beverages, one can buy soft drinks, coffee, milk, sandwiches, pastries, and so forth. The local bar may be a good place to buy a quick sandwich if you are in a hurry. In the morning, a bar is an excellent place to get a breakfast of *churros* (deep fried dough) and Spanish chocolate, and in the early evening it offers a wide variety of finger dishes and hors d'oeuvres (*tapas*) which Spaniards munch on as they gather to visit.

Telling Time

In general conversation, one would refer to the time of day as we do in the United States: "I'll meet you at six o'clock," or "The movie starts at seven-thirty in the evening." However, official time, as used in most advertisements and announcements, uses the twenty-four hour system of telling time. When one reaches twelve noon, one continues on to thirteen instead of back to one, and so on. Thus, if the sign says that the circus will start at 20:00 *horas*, you will know that it starts at 8:00 p.m. Of course, anything up to twelve noon is the same (9:00 *horas* is 9:00 a.m.).

Until you get used to the system, you can subtract twelve from the time and it will give you the time in our twelve hour system:

16:00 <i>horas</i>	22:00 <i>horas</i>
-12	-12
4:00 p.m.	10:00 p.m.

Numbers

In Spain, dates are written with the day first, rather than the month. They read, "the sixth of March, 1976" and abbreviate it thus: 6.3.76. In writing, the seven is written with a bar 7, to distinguish it from the number one, which is written with a "forelock": 1. In sums of numbers, the Spaniards use periods where commas are used in the United States and vice versa: \$24.98 would be written 24,98; 150,632.53 would be written 150.632,53.

Medical Facilities

There are general practitioners and specialists of all types in the larger cities. Consulates in Madrid, Bilbao, and Barcelona furnish lists of English-speaking physicians. Fees are comparable to or more than those in the United States.

Washing fresh fruits and vegetables usually takes care of most health problems. Boiling water or using bottled water is generally advised when outside large cities.

All types of medicines are available; prescriptions are not often required. Pharmacies (*farmacias*) rotate night and holiday duty so that one is always open. As long as the visitor obtains medical service from recommended professionals in the larger cities, he can be assured of proper attention.

Holidays

The most popular leisure time in Spain is the celebration of religious holidays. In every month fall some kinds of regional or national celebrations (usually religious) and every Spaniard celebrates the day of his own patron saint just as he celebrates his own birthday. Every city will also

have its patron saint or special day of remembrance for the Virgin Mary. On these days, people come from miles around to bring bouquets of fresh flowers to the church to honor the saint or the Virgin.



The most raucous of any holiday in Spain is the *feria*, celebrated at different times in every region of Spain. In Pamplona, the *feria* on San Fermin's Day, July 7, has become especially famous because of the "running of the bulls" through the streets of the town. It is Pamplona which Ernest Hemingway made famous in his novel, *The Sun Also Rises*, and in which he describes the bravado and sheer excitement with which the Spanish men race ahead of the bulls through the streets. The largest *feria* in Spain is held in Seville where a carnival and horse show are held during *feria* week. This event is world famous.

Semana Santa or Holy Week, prior to Easter, is one of the most impressive holidays in Spain, often celebrated with religious processions and activities lasting the entire week.

The first day of November is a religious holiday somewhat akin to our Memorial Day. It is called *Día de los Muertos*. The tombs are decorated with flowers and metal wreaths, and many candles are lit for the dead. The general feeling of the day is not joyous, as with most other holidays, but is somewhat somber and reflective.

Two days are set aside for the commemoration of independence. In May, there is a celebration of the valiant uprising against Napoleon's troops in 1808. July 6 is the day to commemorate the truce which ended the Civil War in 1939.

Christmas in Spain is less commercial than in the United States and is celebrated more in a religious tone. Businesses and the inside of homes are decorated, especially with nativity scenes, and many families buy and decorate Christmas trees. Family gatherings and dinners are held.

Many traditional foods and candies are made only during the Christmas season.

The Spanish Christmas celebration also has two features largely unknown in the United States--gift giving to children on the sixth of January, the day celebrating the arrival of the wise men

in Bethlehem; and midnight mass on Christmas Eve. Everyone in Spain, Catholic or not, attends this special and very beautiful midnight mass every year.

Every Spanish holiday is a curious mingling of a festive and religious spirit seldom seen in the celebration of holidays in the United States. Other general holidays are: New Year's Day (January 1), St. Joseph's Father's Day (March 19), Labor Day (May 1), Commemoration of the Beginning of the Spanish Civil War (July 18), Corpus Christi Day (May or June), Hispano-American Day (the Spanish version of Columbus Day, October 12), and the Immaculate Conception of Mary (December 8).

By The Way....

In Spain, the first floor of a building is called the *planta baja* (ground floor). The floor above that is called the *primer piso*, or first floor; then the *segundo piso*, or second floor, and so on. Thus, the numeration does not correspond with the American system. This is most crucial in elevators. Do not press the button numbered "1" if you want the street level. Instead, push "P.B." (*planta Baja*).

Streets are named for famous people, places, or dates. Houses are numbered, and streets are laid out with no relation to one another. All larger cities sell a street guide (*guía*) and map with which one can quickly locate the street desired. Such a *guía* can be purchased at a newspaper stand (*kiosko*) or in stationery stores (*papelaría*).

The Beginning

You are now at the real "beginning" of your cultural experience in Spain. The purpose of this booklet has been to present you with an introduction to the cultural differences between Spaniards and Americans. It is important to realize that the broad generalizations made in this booklet will not hold true at all times nor in all places. Spain is developing and modernizing. With this growth come many changes typical of any industrialized, urban society. These changes will continue to affect the lifestyle, customs, attitudes, and values of the people of Spain.

This booklet cannot tell you everything you must know to meet with success in Spain. You will find that the old cliché, "Experience is the best teacher," will be true. You will learn much more from your own experiences, successes, and failures than from this Learning Aid. However, this infor-

mation will make you more sensitive to the differences that exist between your culture and the Spanish culture.

While in Spain you will be tempted at times to wonder about the "strange foreigners" around you. At these times, it would be good to remind yourself that the Spanish are just reflecting their culture, and that in fact you are the foreigner, the one who is different.

You are going to make mistakes. But don't let this worry you excessively. The Spanish people will understand that you are new to their culture, and because of this they will accept many more blunders from you than they would from someone else. However, don't let this good will on their part make your efforts any less than wholehearted. As you try to speak their language, both linguistically and culturally, you will be surprised at the new dimensions of your experience.



"...Spain is a very special country and one must approach it with respect and with his eyes open. He must be fully aware that once he has penetrated the borders he runs the risk of being made prisoner."

(James A. Michener,
Iberia)

International Road Signs

▲ Warning signs ● Regulative signs ■ Informative signs

Colors may vary from country to country, but are usually red and black on a white background. Shaded areas indicate blue.

WARNING SIGNS



INFORMATIVE SIGNS

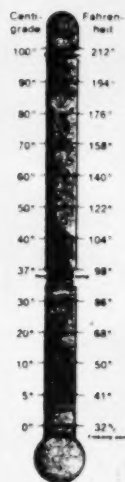


REGULATIVE SIGNS



TEMPERATURE
To Compute Fahrenheit: Multiply
Centigrade by 1.8 and add 32

To Compute Centigrade: Subtract
32 from Fahrenheit and
divide by 1.8



Clothing Sizes

CLOTHING SIZE CONVERSIONS (Women)

DRESSES, SUITS AND COATS

American	8	10	12	14	16	18
British	30	32	34	36	38	40
Continental	36	38	40	42	44	46

BLOUSES AND SWEATERS

American	32	34	36	38	40	42	44
British	34	36	38	40	42	44	46
Continental	40	42	44	46	48	50	52

DRESSES AND COATS (Children's and Junior Misses)

American	2	4	6	8	10	12	14
British & Continental	1	2	3	4	5	6	7

STOCKINGS

American & British	8	8 1/2	9	9 1/2	10	10 1/2	11
Continental	35	36	37	38	39	40	41

SHOES

American	5	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9
British	3 1/2	4	4 1/2	5	5 1/2	6	6 1/2	7	7 1/2
Continental	35	35 1/2	36	37	38	39	40	41	42

GLOVE sizes are the same as in the U.S.A.

CLOTHING SIZE CONVERSIONS (Men)

SUITS, SWEATERS AND OVERCOATS

American & British	34	36	38	40	42	44	46	48
Continental	44	46	48	50	52	54	56	58

SHIRTS

American & British	14	14 1/2	15	15 1/2	16	16 1/2	17	17 1/2
Continental	36	37	38	39	40	41	42	43

SOCKS

American & British	9 1/2	10	10 1/2	11	11 1/2	12	12 1/2
Continental	39	40	41	42	43	44	45

SHOES

American	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2	11
British	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2
Continental	39	40	41	42	43	44	45	46	47

MEN'S HATS

American	6 1/2	6 3/4	6 1/2	7	7 1/4	7 1/2	7 3/4	7 1/2	7 3/4
British	6 1/2	6 3/4	6 1/2	7	7 1/4	7 1/2	7 3/4	7 1/2	7 3/4
Continental	53	54	55	56	57	58	59	60	61

GLOVE sizes are the same as in the U.S.A.

(All size equivalents are approximate)

Weights & Measures

WEIGHTS Metric Equivalent

U.S.A.		U.S.A.
ounce	= 28.35 grams	1 gram = .04 ounce
pound	= 453.59 grams	1 kilogram = 2.20 pounds
ton	= 91 metric ton	1 metric ton = 1.10 tons

LIQUID MEASURE Metric Equivalent

U.S.A.		U.S.A.
pint	= .47 liter	1 liter = 2.11 pints
quart	= .95 liter	1 liter = 1.06 quarts
gallon	= 3.79 liters	1 liter = .26 gallons
(1 Imperial gallon = 1.2 US gal or 4.5 liters)		

LENGTH Metric Equivalent

U.S.A.		U.S.A.
inch	= 2.54 centimeters	1 centimeter = .39 inch
foot	= .30 meter	1 meter = 3.28 feet
yard	= .91 meter	1 meter = 1.09 yards
mile	= 1.61 kilometers	1 kilometer = .62 mile

To convert from kilometers to miles, divide the number
of kilometers by 8 and multiply the result by 5

In other words:

1 Kilogram is about 2 Pounds 1 Meter is about 1 Yard

1 Liter is about 1 Quart 1 Kilometer is about 1/2 Mile

Bibliography

- Bechtel, Inc. Assignment: Spain. San Francisco, Bechtel, 1975.
- Clissold, Stephan. Spain. London: Thomas and Hudson, 1969
- Department of State. "Spain, Post Report, Nov. 1972." Washington, D. C.: U. S. Government Printing office.
- Department of the Navy. Overseas Diplomacy. Washington, D. C.: U. S. Government Printing Office, 1973.
- España en Síntesis. Suc. Rivadeneyra, S.A.- P^o Onesima Rodondo, 26-Madrid-8. Servicio Informativo Español.
- Flores, Angel, ed. Spanish Stories. New York: Bantam Books, 1960.
- Language Research Center. "Culturgram: Spain." Provo, Utah: Language Research Center, 1975.
- Language Training Mission. Hispanic Culture Notes. Provo, Utah: Language Training Mission, 1973.
- Michener, James A. Iberia. New York: Fawcett, 1968.
- Seelye, H. Ned, ed. Teaching Cultural Concepts in Spanish Classes. Springfield, Ill.: Office of the Superintendent of Public Instruction, 1972.
- Spain, Michelin Tyre Co. Ltd., 81 Fulham Road, London England SW3 6RD
- Spanish Embassy. Reprint letters of Columbus. (LIRC #343).
- Taylor, Alice. Western Europe. Culture Regions of the World Series, Seymour Fersch, ed. New York: The MacMillan Co., 1972.
- Thomas, Hugh. Spain. New York: Tima, 1962.
- Westervelt, William O., ed. Spain: Comparative Culture and Government. Skokie, Illinois: National Textbook Co., 1970.

Other Communication Learning Aids from the BYU L.I.R.C. --

"practical"
"experience-oriented"

-- THESE COMMUNICATION LEARNING AIDS
FOCUS ON PEOPLE: THEIR VALUES, FEELINGS,
AND HOW THEY EXPRESS THEM. THE READER
NOT ONLY OBTAINS IMPORTANT KNOWLEDGE, BUT,
THROUGH THE "EXPERIENTIAL" FORMAT, ALSO
GAINS A FEELING FOR WHAT INTERACTION WITH
THESE PEOPLE WOULD BE LIKE IN REAL-LIFE
SITUATIONS.

"...A STEP BEYOND WHERE MOST GUIDES GO."

"...OF SPECIAL USE TO TRAVELERS."

"THE INFORMATION COULD HELP YOU AVOID
SOCIAL MISTAKES."

"...WITH THEIR EMPHASIS ON PEOPLE AND THEIR
COMMUNICATIVE CUSTOMS, THESE LEARNING AIDS
PRESENT A MARKED AND REFRESHING CONTRAST
AND A COMPLEMENT TO THE BEST TRAVEL GUIDES
AND COMMUNICATION TEXTS."

"THE PEOPLE COME ALIVE IN THESE BOOKS. FOR
THE FIRST TIME I FEEL LIKE I'VE REALLY BEGUN
TO KNOW THEM."



Building Bridges of Understanding
with:

PEOPLE OF

BRAZIL

JAPAN

LATIN AMERICA

KOREA

SPAIN

**GERMAN-SPEAKING
EUROPE**

ENGLAND, SCOTLAND, WALES,
IRELAND, NEW ZEALAND,
CANADA, AUSTRALIA,
SOUTH AFRICA,
The UNITED STATES...

"So You Speak English Too!"

— OTHERS ARE BEING DEVELOPED OR REVISED

and

FOR AN INTRODUCTION TO AND AN EXPERIENCE WITH INTERCULTURAL COMMUNICATION,
AND COMMUNICATION IN GENERAL, SEE:



-- CAUTIONS ARE GIVEN THAT CAN HELP PREVENT MISCOMMUNICATION.
-- THE SUGGESTIONS MADE CAN IMPROVE UNDERSTANDING THROUGH "COMMUNICATION"
OF IDEAS ACROSS CULTURES.

"RIGHT ON TARGET AND MOST IMPRESSIVE."

"THE EXAMPLES, THE MAPPING OUTLINES, AND THE SELECTION AND TREATMENT
OF ISSUES ARE ESPECIALLY GREAT."

NEW

FOR

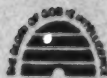
'77:



Table of Contents

WHAT CAN YOU USE	99
INTRODUCTION: "SOMEWHAT LIKE A BANQUET"	111
BIBLIOGRAPHIES	1
BOOKS	3
OTHER PRINT AND MEDIA MATERIAL	41
COMMUNICATION MEDIA SOURCES	70
PUBLISHER MATERIALS	75
OTHER RESOURCES	83
APPENDIX: TOPIC HEADINGS	91

Also Available:
FOR MEDIA MAKERS: GUIDELINES & THESAURUS
FOR SOLVING CROSS-CULTURAL MIS-CUES AND
MISSED CUES, Interim Research Summary,
(1976); 107 pp; \$2.50 + 50¢ postage



*One in a series
For further information contact:*

*Brigham Young University
Language & Intercultural Research Center*
240 B-34, Provo, Utah 84602*

** Formerly Language Research Center*